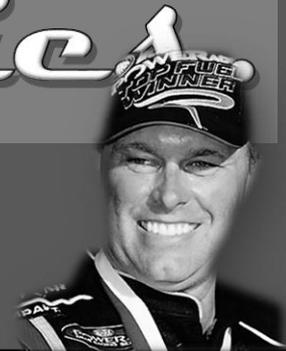


2023 Brand Building Opportunity

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THREE PARTNERING OPPORTUNITIES...

- **B.R.A.K.E.S.**

- *Teen Driver Training with KIA*



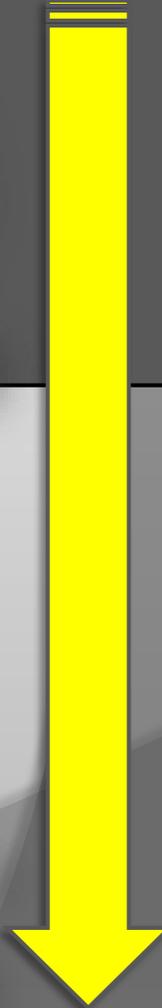
- **Land Speed Racing**

- *Speed Record attempts @Bonneville*



- **Drag Racing**

- *NHRA Top Fuel Racing with a true Champion*



B.R.A.K.E.S.

Doug Herbert's EPIC Public Service Endeavor



**Be
Responsible
And
Keep
Everyone
Safe**



Doug Herbert's EPIC Public Service Endeavor

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Doug Herbert's **EPIC** Public Service Endeavor

Considerable NATIONAL EXPOSURE



LAND SPEED RACING

Doug Herbert's Land Speed Record racer

Continuing his Father's race pioneering legacy by fielding a race car capable of establishing a new Top Speed Record on the Bonneville Salt Flats!



Doug Herbert's Land Speed Record racer

Stay tuned for further developments. This exciting project is in its initial stages. It is gearing up for Record-Breaking speeds...!!!

A promotional graphic for the land speed record car project. The central focus is a large, sleek, red land speed record car. The background is a light gray with a subtle grid pattern. The text "BONNEVILLE SALT FLATS" is prominently displayed in the upper right. Below the car, the text "Worlds Fastest Wheel Driven Car!" and "500m.p.h.+" is written. At the bottom, the name "HERBERT-EVERNHAM" is written in a stylized, outlined font. To the right of the name, the text "LAND SPEED RECORD PROJECT" and the website "www.lsrproject.com" are visible. Several small, tilted photographs of the car and its components are scattered around the main image.

**BONNEVILLE
SALT FLATS**

*Worlds Fastest
Wheel Driven Car!*

500m.p.h. +

HERBERT-EVERNHAM

LAND SPEED
RECORD PROJECT
www.lsrproject.com

DRAG RACING

NHRA is the Most Unbelievable Sensory Experience in Motorsports



12,000

Horsepower

ACTION you can FEEL....!!!

Doug Herbert's Drag Racing career!

Back on the Drag Strip with his record-setting Top Fuel Dragster with an enviable list of records, speeds and WINS...!!!

The Drag Racing events are really the ultimate in Sponsor involvement, with premium seating, entertainment and off-the-charts excitement.



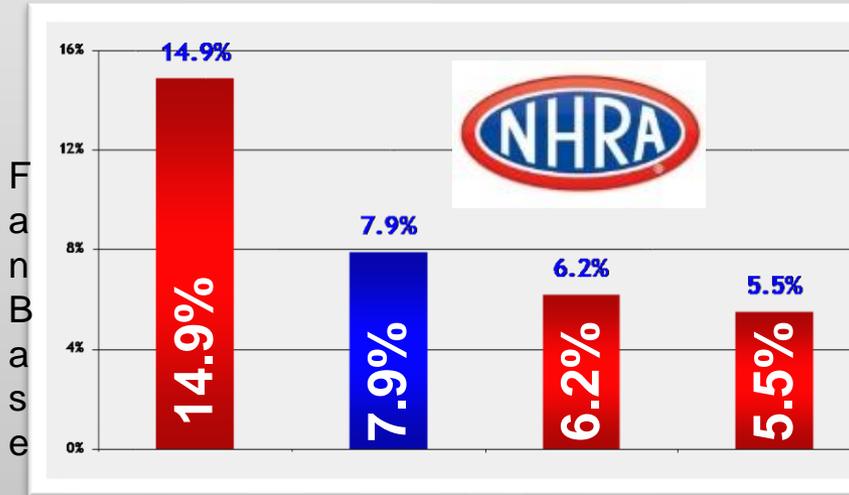
The Incredible NHRA Sponsorship Value



Huge, Growing Fan Base, Value

Fan Base:

2nd Largest Avid Motorsports

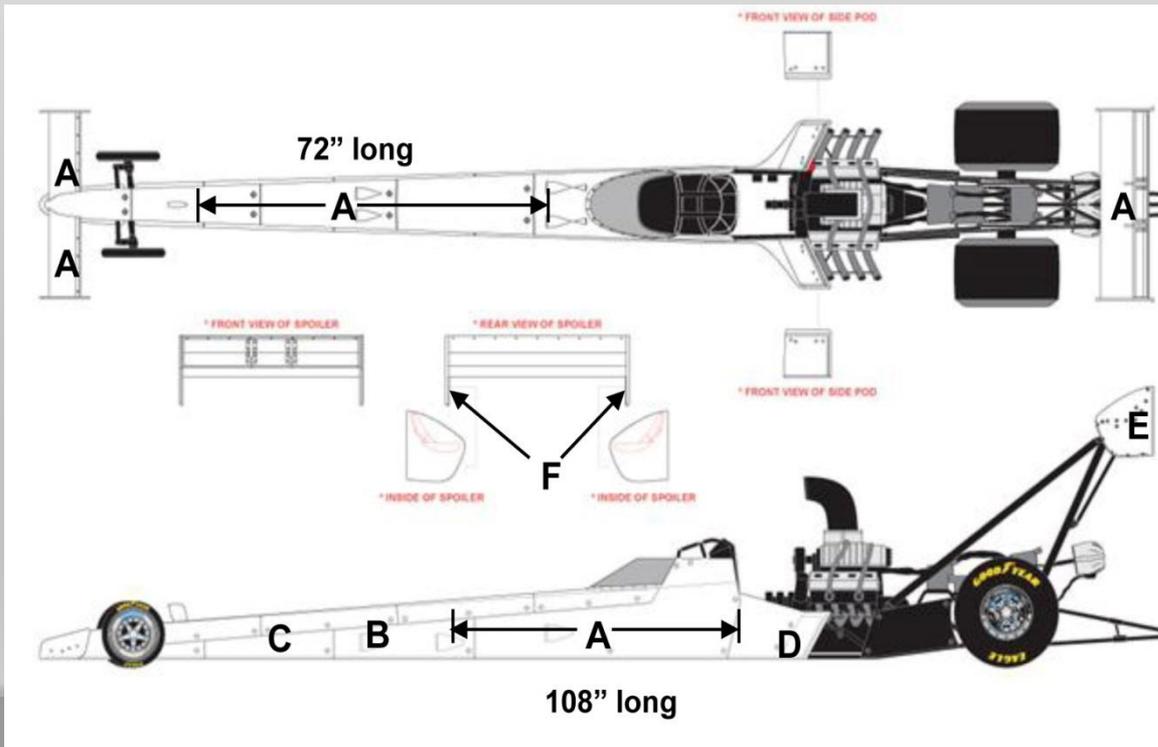


Price tag:
NHRA is less than one-quarter the cost of NASCAR:



Doug Herbert: The Opportunity

On Car Inventory



Position on Dragster	Sponsor Level
Ability to determine overall paint design	Primary
Side Body Panel (108" long)	Primary (A)
Top Body Panel (72" long)	Primary (A)
Top of Rear Wing	Primary (A)
Back of Rear Wing	Primary (A)
Top of Front Wing	Primary (A)
Forward side Body Panels	Major Associate (B)
Forward side Body Panels	Major Associate (C)
Side Pods	Associate (D)
Wing Side Panel - Outside	Associate (E)
Wing Side Panel - Inside	Associate (F)



PERSONAL

Doug Herbert: The Person

In 1990, Herbert earned his pilot's license and shortly thereafter launched his own business and started his professional racing career. Doug Herbert Performance Parts was born and a legendary drag racer in the making took his first blasts down the pro drag strip. Since that time, Herbert has juggled two things at all hours of the day: his parts business and his driving career. "Working and driving a dragster are the two things I know how to do best," Herbert said. "Drag racing has changed so drastically over the years and it constantly evolves. You have to pay attention and try to stay with the pack, but it takes a lot of time and money to do it. I keep after it because I love racing."

In 1991, Herbert moved his business to the Charlotte, N.C. area where he currently resides.



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